

EC'd Yes Last Received: 09/25/2012 2:15 PM Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) LOVE, MIA  
Product LOVE/CD4/R  
Estimate# C30N06  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E LOVE/ORDR/C30N06  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

--- CONTRACT COMMENT ---

NO SPOTS CAN AIR PAST 12N ON 11/6 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| Ln          | Day   | Program                | Time    | Len | Dates       | Spots/Week | Rate     | Total Spots |
|-------------|-------|------------------------|---------|-----|-------------|------------|----------|-------------|
| 1           | W, F  | TODAY                  | 9A-10A  | :30 | 10/31-11/02 | 2          | \$100.00 | 2           |
| Rating: 1.3 |       | Buyline Comment: 1/DAY |         |     |             |            |          |             |
| 3           | M-TU  | TODAY                  | 9A-10A  | :30 | 11/05-11/06 | 2          | \$100.00 | 2           |
| Rating: 1.3 |       | Buyline Comment: 1/DAY |         |     |             |            |          |             |
| 5           | TU-TH | RACHAEL RAY            | 10A-11A | :30 | 10/30-11/01 | 3          | \$55.00  | 3           |
| Rating: 1.5 |       | Buyline Comment: 1/DAY |         |     |             |            |          |             |
| 8           | M-TU  | RACHAEL RAY            | 10A-11A | :30 | 11/05-11/06 | 2          | \$55.00  | 2           |
| Rating: 1.5 |       | Buyline Comment: 1/DAY |         |     |             |            |          |             |
| 10          | W, F  | STUDIO 5               | 11A-12P | :30 | 10/31-11/02 | 2          | \$55.00  | 2           |
| Rating: 1.1 |       | Buyline Comment: 1/DAY |         |     |             |            |          |             |
| 12          | M-TU  | STUDIO 5               | 11A-12P | :30 | 11/05-11/06 | 2          | \$55.00  | 2           |
| Rating: 1.1 |       | Buyline Comment: 1/DAY |         |     |             |            |          |             |

**Last Received:** 09/25/2012 2:15 PM

### Showing Buylines: All Lines

**Station** KSL-TV SALT LAKE CITY

Advertiser ( ) LOVE, MIA

| Product | LOVE/CD4/R |
|---------|------------|
| 1       | 1          |
| 2       | 2          |
| 3       | 3          |
| 4       | 4          |
| 5       | 5          |
| 6       | 6          |
| 7       | 7          |
| 8       | 8          |
| 9       | 9          |
| 10      | 10         |
| 11      | 11         |
| 12      | 12         |
| 13      | 13         |
| 14      | 14         |
| 15      | 15         |
| 16      | 16         |
| 17      | 17         |
| 18      | 18         |
| 19      | 19         |
| 20      | 20         |
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| 22      | 22         |
| 23      | 23         |
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| 26      | 26         |
| 27      | 27         |
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| 87      | 87         |
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| 89      | 89         |
| 90      | 90         |
| 91      | 91         |
| 92      | 92         |
| 93      | 93         |
| 94      | 94         |
| 95      | 95         |
| 96      | 96         |
| 97      | 97         |
| 98      | 98         |
| 99      | 99         |
| 100     | 100        |

Estimate# C30N06

**Buyer** Patricia Dome

**Phone#****Fax#**

Agency ( ) SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/C30N06

| Flight Dates            | 10/30/2012 - 11/06/2012 |
|-------------------------|-------------------------|
| 10/30/2012 - 11/06/2012 |                         |

## Hiatus Weeks

Rep Firm

Sales Office (

Sales Office ( )  
Salesperson ( ) JAMIE ANDRUS

SECRET

Salesperson Phone#

| Ln                     | Day   | Program           | Time      | Len  | Dates       | Spots/Week | Rate     | Total Spots |
|------------------------|-------|-------------------|-----------|------|-------------|------------|----------|-------------|
| ---                    | ----  | -----             | ----      | ---- | -----       | -----      | -----    | -----       |
| 14                     | TU-W  | NEWS @ NOON       | 12P-1P    | :30  | 10/30-10/31 | 2          | \$100.00 | 2           |
| Rating: 2.1            |       |                   |           |      |             |            |          |             |
| Buyline Comment: 1/DAY |       |                   |           |      |             |            |          |             |
| 16                     | M     | NEWS @ NOON       | 12P-1P    | :30  | 11/05-11/05 | 1          | \$100.00 | 1           |
| Rating: 2.1            |       |                   |           |      |             |            |          |             |
| 17                     | W-F   | DAYS OF OUR LIVES | 2P-3P     | :30  | 10/31-11/02 | 3          | \$80.00  | 3           |
| Rating: 1.1            |       |                   |           |      |             |            |          |             |
| Buyline Comment: 1/DAY |       |                   |           |      |             |            |          |             |
| 20                     | M     | DAYS OF OUR LIVES | 2P-3P     | :30  | 11/05-11/05 | 1          | \$80.00  | 1           |
| Rating: 1.1            |       |                   |           |      |             |            |          |             |
| 21                     | TU-TH | DR PHIL           | 3P-4P     | :30  | 10/30-11/01 | 3          | \$50.00  | 3           |
| Rating: 1.1            |       |                   |           |      |             |            |          |             |
| Buyline Comment: 1/DAY |       |                   |           |      |             |            |          |             |
| 24                     | M     | DR PHIL           | 3P-4P     | :30  | 11/05-11/05 | 1          | \$50.00  | 1           |
| Rating: 1.1            |       |                   |           |      |             |            |          |             |
| 25                     | SU    | SUNDAY EDITION    | 9A-930A   | :30  | 11/04-11/04 | 1          | \$40.00  | 1           |
| Rating: 1.7            |       |                   |           |      |             |            |          |             |
| 26                     | SU    | MUSIC & SPOKEN    | 930A-10A  | :30  | 11/04-11/04 | 1          | \$175.00 | 1           |
| Rating: 5.4            |       |                   |           |      |             |            |          |             |
| 27                     | SU    | MORMON TIMES      | 10A-1030A | :30  | 11/04-11/04 | 1          | \$20.00  | 1           |
| Rating: 4.3            |       |                   |           |      |             |            |          |             |
| 28                     | TU-TH | KATIE             | 4P-5P     | :30  | 10/30-11/01 | 3          | \$90.00  | 3           |
| Rating: 2.0            |       |                   |           |      |             |            |          |             |
| Buyline Comment: 1/DAY |       |                   |           |      |             |            |          |             |







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|-------------|-----|-----------------|-----------|-----|-------------|------------|------------|-------------|
| 87          | TU  | THE VOICE       | 7P-8P     | :30 | 10/30-10/30 | 1          | \$850.00   | 1           |
| Rating: 5.3 |     |                 |           |     |             |            |            |             |
| 88          | W   | CHICAGO FIRE    | 9P-10P    | :30 | 10/31-10/31 | 1          | \$400.00   | 1           |
| Rating: 6.1 |     |                 |           |     |             |            |            |             |
| 89          | F   | WHITNEY/COMM    | 7P-8P     | :30 | 11/02-11/02 | 1          | \$550.00   | 1           |
| Rating: 5.8 |     |                 |           |     |             |            |            |             |
| 90          | SU  | SUNDAY NIGHT FB | 615P-930P | :30 | 11/04-11/04 | 1          | \$1,000.00 | 1           |
| Rating: 5.7 |     |                 |           |     |             |            |            |             |

---REPORT TOTALS---

Report Totals: 90 / \$16,685.00

---SALES MONTHLY TOTALS---

Nov 12: 90 / \$16,685.00  
 Sales Totals: 90 / \$16,685.00  
 Station Totals: 90 / \$16,685.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |         |         |         |          |         |
|---------------|----------|---------|---------|---------|----------|---------|
| Market Totals | \$83,425 | CABL 0% | KJZZ 0% | KSL 20% | KSTU 0%  | KTVX 0% |
|               |          | KUCW 0% | KUTV 0% | NSL 0%  | UNKN 80% |         |

Books null  
 Demos RA35+